

Buy Detail Report

Revision #:

Date: 6/28/2016

Client: Mike Weinholtz for Governor Campaign

Estimate: 1525

Vendor: COMCAST, Salt Lake City Interco

Media: Cable

Product: Weinholtz for Governor

Flight Start Date: 9/5/2016 03:00 AM

Market: Salt Lake City-Ogden

Flight End Date: 11/13/2016 02:59 AM

Primary Demo: Adults 21+

Separation between spots: 30

Buyer: Peggy Conway

Estimate Comments: This schedule ends 11/8 at 9am

Daypart Program	Daypart Code	STN Gross	Dur	Wks											Total Spots	Adults 21+ Rtg/CPP
				9/5	9/12	9/19	9/26	10/3	10/10	10/17	10/24	10/31	11/7			
1088 COMCAST, Salt Lake City Interco-Cable																
MTuWThFSaSu 7:00p-12:00a ESPN VARIOUS	EM	\$360.00	30	2	2	2	2	2	2	2	2	2	2	0	18	6.2
MTuWThFSaSu 7:00p-12:00a ESPN VARIOUS	EM	\$120.00	30	3	3	3	3	3	3	3	3	3	3	0	27	6.2
MTuWThF 5:00a- 9:00a ESPN VARIOUS	EM	\$45.00	30	2	2	2	2	2	2	2	2	2	2	0	18	1.4
MTu 5:00a- 9:00a ESPN VARIOUS	EM	\$45.00	30	0	0	0	0	0	0	0	0	0	0	2	2	1.7
SaSu 11:00a- 7:00p ESPN VARIOUS	EM	\$240.00	30	2	2	2	2	2	2	2	2	2	2	0	18	3.0
MTuWThFSaSu 5:00a-9:00a CNN VARIOUS	EM	\$150.00	30	2	2	2	2	2	2	2	2	2	2	0	18	0.9
MTuWThFSaSu 5:00a-9:00a CNN VARIOUS	EM	\$50.00	60	1	1	1	1	1	1	1	1	1	1	0	9	0.9
MTu 5:00a- 9:00a CNN VARIOUS	EM	\$75.00	30	0	0	0	0	0	0	0	0	0	0	2	2	0.8
MTuWThFSaSu 7:00p-12:00a CNN VARIOUS	EM	\$300.00	30	2	2	2	2	2	2	2	2	2	2	0	18	1.1
MTuWThFSaSu 7:00p-12:00a CNN VARIOUS	EM	\$50.00	30	2	2	2	2	2	2	2	2	2	2	0	18	1.1
MTuWThFSaSu 7:00p-12:00a MNBC VARIOUS	EM	\$30.00	30	3	3	3	3	3	3	3	3	3	3	0	27	0.6
																\$50.00

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1088 COMCAST, Salt Lake City Interco-Cable																
M 7:00p-12:00a MNBC VARIOUS	EM	\$30.00	30	0	0	0	0	0	0	0	0	0	0	1	1	0.6
MTuWThFSaSu 5:00a-9:00a MNBC VARIOUS	EM	\$25.00	30	2	2	2	2	2	2	2	2	2	2	0	18	0.5
MTu 5:00a- 9:00a MNBC VARIOUS	EM	\$25.00	30	0	0	0	0	0	0	0	0	0	0	2	2	0.6
MTuWThFSaSu 7:00p-12:00a FXNC VARIOUS	EM	\$300.00	30	2	2	2	2	2	2	2	2	2	2	0	18	2.6
MTuWThFSaSu 6:00p-12:00a FXNC VARIOUS	EM	\$50.00	30	1	1	1	1	1	1	1	1	1	1	0	9	2.8
MTuWThF 5:00a- 9:00a FXNC VARIOUS	EM	\$210.00	30	1	1	1	1	1	1	1	1	1	1	0	9	2.5
MTuWThF 5:00a- 9:00a FXNC VARIOUS	EM	\$35.00	30	1	1	1	1	1	1	1	1	1	1	0	9	2.5
MTu 5:00a- 9:00a FXNC VARIOUS	EM	\$105.00	30	0	0	0	0	0	0	0	0	0	0	2	2	2.5
M 7:00p-12:00a AMC VARIOUS	EM	\$120.00	30	0	0	0	0	0	0	0	0	0	0	1	1	0.9
MTuWThFSaSu 7:00p-12:00a AMC VARIOUS	EM	\$120.00	30	2	2	2	2	2	2	2	2	2	2	0	18	1.0
MTuWThFSaSu 6:00p-12:00a AMC VARIOUS	EM	\$40.00	30	4	4	4	4	4	4	4	4	4	4	0	36	1.0
M 6:00p-12:00a HGTV VARIOUS	EM	\$195.00	30	0	0	0	0	0	0	0	0	0	0	1	1	1.9
																\$102.63

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1088 COMCAST, Salt Lake City Interco-Cable																
MTuWThFSaSu 6:00p-12:00a HGTV VARIOUS	EM	\$195.00	30	2	2	2	2	2	2	2	2	2	2	0	18	2.1
MTuWThFSaSu 6:00p-12:00a HGTV VARIOUS	EM	\$65.00	30	3	3	3	3	3	3	3	3	3	3	0	27	2.1
MTuWThFSaSu 7:00p-12:00a HIST VARIOUS	EM	\$120.00	30	2	2	2	2	2	2	2	2	2	2	0	18	1.4
MTuWThFSaSu 7:00p-12:00a HIST VARIOUS	EM	\$40.00	30	3	3	3	3	3	3	3	3	3	3	0	27	1.4
SaSu 11:00a- 7:00p GOLF VARIOUS	EM	\$5.00	30	2	2	2	2	2	2	2	2	2	2	0	18	0.4
MTuWThFSaSu 7:00p-12:00a GOLF VARIOUS	EM	\$15.00	30	2	2	2	2	2	2	2	2	2	2	0	18	0.3
MTuWThFSaSu 7:00p-12:00a GOLF VARIOUS	EM	\$5.00	30	2	2	2	2	2	2	2	2	2	2	0	18	0.3
MTuWThFSaSu 7:00p-12:00a USA VARIOUS	EM	\$50.00	30	3	3	3	3	3	3	3	3	3	3	0	27	1.3
MTuWThFSaSu 7:00p-12:00a FX VARIOUS	EM	\$50.00	30	6	5	6	5	6	5	6	5	6	6	0	50	0.9
M 7:00p-12:00a FX VARIOUS	EM	\$50.00	30	0	0	0	0	0	0	0	0	0	0	2	2	0.8
																\$62.50

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1088 COMCAST, Salt Lake City Interco-Cable																
MTuWThFSaSu 7:00p-12:00a TBSC VARIOUS	EM	\$71.00	30	3	3	3	3	3	3	3	3	3	3	0	27	2.1 \$33.81
MTuWThFSaSu 7:00p-12:00a TNT VARIOUS	EM	\$40.00	30	3	3	3	3	3	3	3	3	3	3	0	27	1.1 \$36.36
SaSu 11:00a- 7:00p ESPN VARIOUS	EM	\$480.00	60	1	1	1	1	1	1	1	1	1	1	0	9	3.0 \$160.00
MTuWThFSaSu 7:00p-12:00a CNN VARIOUS	EM	\$100.00	60	1	1	1	1	1	1	1	1	1	1	0	9	1.1 \$90.91
MTuWThFSaSu 7:00p-12:00a MNBC VARIOUS	EM	\$60.00	60	1	1	1	1	1	1	1	1	1	1	0	9	0.6 \$100.00
MTuWThFSaSu 5:00a-9:00a MNBC VARIOUS	EM	\$50.00	60	1	1	1	1	1	1	1	1	1	1	0	9	0.5 \$100.00
MTuWThFSaSu 6:00p-12:00a FXNC VARIOUS	EM	\$100.00	60	1	1	1	1	1	1	1	1	1	1	0	9	2.8 \$35.71
MTuWThF 5:00a- 9:00a FXNC VARIOUS	EM	\$70.00	60	1	1	1	1	1	1	1	1	1	1	0	9	2.5 \$28.00
MTuWThFSaSu 6:00p-12:00a AMC VARIOUS	EM	\$80.00	60	1	1	1	1	1	1	1	1	1	1	0	9	1.0 \$80.00
MTuWThFSaSu 6:00p-12:00a HGTV VARIOUS	EM	\$130.00	60	1	1	1	1	1	1	1	1	1	1	0	9	2.1 \$61.90
MTuWThFSaSu 7:00p-12:00a	EM	\$80.00	60	1	1	1	1	1	1	1	1	1	1	0	9	1.4

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1088 COMCAST, Salt Lake City Interco-Cable																
HIST VARIOUS																\$57.14
SaSu 11:00a- 7:00p	EM	\$10.00	60		1	1	1	1	1	1	1	1	1	0	9	0.4
GOLF VARIOUS																\$25.00
MTuWThFSaSu 7:00p-12:00a	EM	\$10.00	60		1	1	1	1	1	1	1	1	1	0	9	0.3
GOLF VARIOUS																\$33.33
MTuWThFSaSu 7:00p-12:00a	EM	\$100.00	60		1	1	1	1	1	1	1	1	1	0	9	1.3
USA VARIOUS																\$76.92
MTuWThFSaSu 7:00p-12:00a	EM	\$142.00	30		1	1	1	1	1	1	1	1	1	0	9	2.1
TBSC VARIOUS																\$67.62
MTuWThFSaSu 7:00p-12:00a	EM	\$80.00	60		1	1	1	1	1	1	1	1	1	0	9	1.1
TNT VARIOUS																\$72.73
Total Spots:					77	76	77	76	77	76	77	76	77	13	702	
Total GRP/GIMP(000):					127.3	126.4	127.3	126.4	127.3	126.4	127.3	126.4	127.3	16.2		1158.3
Total CPP/CPM:																\$58.18
Total Cost:		\$67,390.00													702	
Station Monthly Summary																
SEP 16		\$22,165.00													230	
OCT 16		\$36,875.00													382	
NOV 16		\$8,350.00													90	
Total Cost:		\$67,390.00													702	
Market Totals:																
Total Spots:					77	76	77	76	77	76	77	76	77	13	702	
Total GRP/GIMP(000):					127.3	126.4	127.3	126.4	127.3	126.4	127.3	126.4	127.3	16.2		1158.3
Total CPP/CPM:																\$58.18

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				9/5	9/12	9/19	9/26	10/3	10/10	10/17			10/24
Total Cost:		\$67,390.00										702	
Market Monthly Summary													
	SEP 16	\$22,165.00										230	
	OCT 16	\$36,875.00										382	
	NOV 16	\$8,350.00										90	
Total Cost:		\$67,390.00										702	
All Market Monthly Summary													
	SEP 16	\$22,165.00										230	
	OCT 16	\$36,875.00										382	
	NOV 16	\$8,350.00										90	
Total Cost:		\$67,390.00										702	

Buy Detail Report

Summary by Station/Month

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Station	Month	Total Spots	STN Gross	PCT
1088 COMCAST, Salt Lake City Interco-Cable				
	SEP 16	230	\$22,165.00	33%
	OCT 16	382	\$36,875.00	55%
	NOV 16	90	\$8,350.00	12%
Market Total:				
	SEP 16	230	\$22,165.00	33%
	OCT 16	382	\$36,875.00	55%
	NOV 16	90	\$8,350.00	12%
		702	\$67,390.00	